



PINELLAS SUNCOAST TRANSIT AUTHORITY  
3201 SCHERER DRIVE, ST. PETERSBURG, FL 33716  
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TRANSIT RIDERS ADVISORY COMMITTEE MEETING  
AGENDA – FEBRUARY 17, 2015; 4:00 PM  
PSTA AUDITORIUM

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			<u>TIME</u>	<u>PAGE</u>
1.	CALL TO ORDER		4:00	
2.	PUBLIC COMMENT		4:05	
3.	ACTION ITEMS		4:10	
	A. January 20, 2015 Meeting Minutes	5 min		2
4.	INFORMATION ITEMS		4:15	
	A. Recognition of Susan Dargusch	5 min	CASSANDRA BORCHERS	8
	B. Welcome New Members and Binder Overview	5 min	CASSANDRA BORCHERS	9
	C. PSTA Financial Forecast	20 min	BRAD MILLER	10
	D. FDOT Bus in Express Lanes	15 min	HEATHER SOBUSH	28
5.	FUTURE MEETING SUBJECTS		5:00	
	• Rider Code of Conduct			
	• Live Streaming of Committee Meetings			
6.	OTHER BUSINESS		5:10	
7.	ADJOURNMENT		5:15	

THE NEXT MEETING IS MARCH 17, 2015 AT 4:00 PM.



**ACTION ITEM**

**3A: January 20, 2015 Meeting Minutes**

**Action: Approve Meeting Minutes**

**Staff Resource:** Terri Rick, Administrative Assistant



- 
- Staff recommends approval of the minutes of the January 20, 2015 Planning Committee meeting.
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**Attachments:**

1. Minutes



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**TRANSIT RIDERS ADVISORY COMMITTEE MEETING  
MINUTES – JANUARY 20, 2015**

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The Transit Riders Advisory Committee (TRAC) of the Pinellas Suncoast Transit Authority (PSTA) held a meeting in the Auditorium at PSTA Headquarters at 4:00 PM on this date. The following members were present:

Present:

Lugene Blancher, Mid County  
Stephanie Lieshman, South County, Vice-Chair  
Elaine Mann, North County, Chair  
Lee Ann McIlravey, Mid County  
Vivian Peters, Mid County  
Kimberly Rankine, DART  
G. W. Rolle, South County  
Demetrius Sullivan, Student  
Lori Thomas, South County  
David Winchell, North County

Absent:

Susan Dargusch, Beaches  
Jaksa Petrovic, Professional

Also Present:

PSTA Staff Members

**CALL TO ORDER**

The meeting was called to order at 4:00 PM by Committee Chair, Elaine Mann. Ms. Mann welcomed new members Vivian Peters representing Mid County, and David Winchell representing North County. Both members moved from their alternate positions to permanent positions on the Committee. PSTA is currently accepting applications for new members. The application is posted on the PSTA web site.

## PUBLIC COMMENT

No public comment.

## APPROVAL OF MINUTES

Mr. Rolle made a motion, seconded by Ms. Leishman to approve the minutes of the November 18, 2014 meeting. The motion passed unanimously.

## ACTION ITEMS

Bus Seating Options for Customers - PSTA has purchased 13 Gillig 40-foot hybrid buses which are due to be delivered in September. PSTA is considering installing on these buses, non-upholstered fiberglass inserts on the seats instead of the standard pre-formed, fire-resistant fabric seat inserts now being used on PSTA fleets.

Henry Lukasik, Director of Maintenance, brought a pair of seats to the TRAC meeting (one with an upholstered seat insert and one with a fiberglass seat insert). Before the meeting began, members had the opportunity to sit in each seat. Later, Mr. Lukasik debated the benefits of the fiberglass insert with Jeff Thompson, Director of Transportation.

Mr. Lukasik explained that non-upholstered seat inserts allow for faster and more thorough cleaning and disinfecting of seating, thereby reducing maintenance time. These inserts will last the life of the bus without fading, rotting, or deteriorating.

Mr. Thompson countered that the upholstered seats were more comfortable and that the fiberglass seats can be slippery and may cause a passenger to slip from the seat if the bus stops suddenly. He also pointed out that the fiberglass insert contained a hole in the middle of the seat to allow spillage to drain from the seat bottom. Such drainage would create a mess on the floors where the drained liquid may pool around passengers' feet. Finally he stated that the upholstered seats were more attractive to the overall appearance of the bus interior.

Mr. Lukasik clarified that there is no cost difference between the non-upholstered and the upholstered seat insert and that the hole in the seat is an optional feature.

The Committee asked several questions and made observations pertaining to the two seat inserts. Afterward, Stephanie Leishman made a motion to recommend to the Board to keep the current upholstered seat inserts, seconded by Lugene Blancher. The

motion passed 8:2 with David Winchell and Stephanie Leishman dissenting.

### INFORMATION ITEMS

TRAC Membership Terms - When the TRAC was originally defined, staff recommended to the PSTA Board that the membership terms be staggered as to ensure continuity of membership and knowledge base from year to year. Cassandra Borchers, Chief Development Officer, reminded the Committee that now that the first year was complete, it was time to decide which members would serve two and which would serve three-year terms. Two-year terms will expire in December 2015 and three-year terms will expire in December of 2016. Members can reapply for another two-year term when their initial term expires.

Ms. Borchers asked if any member wanted to volunteer to end their term at the end of 2015 and Lori Thomas chose to do so. All remaining term assignments were put in a bowl and each member was asked to withdraw a paper printed with a term assignment. The terms were assigned as follows:

#### 2015

Lori Thomas  
Demetrius Sullivan  
Lugene Blancher  
Vivian Peters  
Jaksa Petrovic

#### 2016

Dave Winchell  
Kim Rankine  
Stephanie Leishman  
G. W. Rolle  
Elaine Mann  
Lee Ann McIlravey

In addition, the currently vacant Beach representative seat will carry a three-year term expiring in 2016. The three vacant alternate positions, which will be filled within the next month, will carry a two year term, expiring in December 2016.

By-Law Clarification – Ms. Borchers outlined clarifications to the By-Laws which will be recommended to the PSTA Executive Committee and to the Board. The recommended changes include better defined attendance requirements, including how bus passes are distributed for participation and maximum absences per calendar year. The changes are as follows:

- TRAC members must attend the monthly TRAC meeting in order to receive the monthly bus pass. Passes will no longer be mailed to members who miss meetings.
- TRAC members may miss only two meetings in each calendar year, regardless of

whether staff is notified of a planned absence or if the absence is without notice.

Fare Collection Survey Results – Chris Cochran, Senior Planner, presented the results of the Fare Collection Survey conducted from December 1 to December 7, 2014 to determine the types of passes and fare collection technology riders are interested in using. Almost 2,600 surveys were collected. Questions were separated based on whether riders were visitors or permanent residents, with some questions being common to both users. Some results of the survey are as follows:

- 90% of the respondents were permanent residents.
- 65% of those permanent residents ride five or more days per week.
- 40% of permanent residents use bus passes with the 31-day being the most popular.
- 50% of the respondents used bus passes as opposed to cash.
- 64% of visitor respondents showed interest in a 3-day pass and 42% were interested in a family pass.
- 93% of the respondents said they were likely to use a Smart Card.
- 86% would consider using a Smart Phone application.

The survey invited riders to make comments and some riders asked about offering on-board change. While this is not a practical option from an operations perspective, the Smart Card and mobile application may reduce the use of cash on the bus. Riders also asked about using credit or debit cards on board. While this technology will be available, there may be issues with security as well as transaction time which can be mitigated by using a purchased card or mobile application. Apple Pay and Google Wallet were also suggested.

Conclusions drawn from the survey are as follows:

- Riders are interested in new fare payment technologies.
- Current multi-day pass types are meeting the needs of the riders.
- A 3-day pass targeted to seasonal residents and tourists could be a valid addition to the collection of pass types.

Homeless Initiative – Ross Silvers, Mobility Manager, addressed the Committee regarding the final steps taken on the homeless initiative project begun by the TRAC in September of 2014.

PSTA staff has created an interactive map showing where vital services are located and which bus routes serve these services. This map is now located on the Pinellas County Homeless Leadership Board's web site.

In addition, PSTA is using available grant funds to cover the cost of a printed version of the map. A mock-up will be produced for approval and once the map is final and printed, it will be posted on line to be downloaded, and printed copies will be distributed by the various homeless resources agencies and PSTA Customer Service Centers. The TRAC wants to include the location of public restrooms on the maps.

Mr. Ross also told the Committee that PSTA is assisting the Homeless Leadership Board again this year with their annual count of the homeless by providing bus passes to those who complete the survey.

### **FUTURE MEETING SUBJECTS**

- Board Workshop – February 18, 2015

### **OTHER BUSINESS**

No other business.

### **ADJOURNMENT**

The meeting was adjourned at 5:25 PM.

The next meeting of the TRAC will take place on February 17, 2015 at 4:00 PM.



**INFORMATION ITEM**

**4A: Recognition of Susan Dargusch**

**Action: Information Item**

**Staff Resource:** Cassandra Borchers, Chief Development Officer



- 
- Staff will recognize Susan Dargusch for her service to the Committee over the past year. Susan is relocating to another state for work and will no longer serve on the Committee.
- 

**Attachments: None**





**INFORMATION ITEM**

**4B: Welcome New Members and Binder Overview**

**Action: Information Item**

**Staff Resource:** Cassandra Borchers, Chief Development Officer



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- Every year, staff will update the contents of the TRAC Welcome Binder to ensure that the Committee has the most current information about the agency.
  - Staff will review the new binder contents with the Committee and answer any questions.
  - Committee members may bring the binders they received when they became members in order to replace the contents.
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**Attachments: None**



## INFORMATION ITEM

**4C: PSTA Financial Forecast**

**Action: Information Item**

**Staff Resource:** Brad Miller, Chief Executive Officer

**TRAC**

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### **February 18, 2015 PSTA Workshop:**

- Prior to next week's facilitated PSTA Board Workshop, PSTA staff is working to develop revised long-term financial projections for providing its existing transit service levels, reduced service levels, and the costs of incrementally improving PSTA transit services.
- In order to allow the most input at the workshop from all 15 Board members:
  - 1-on-1 interviews with PSTA's facilitator or other consultant working with him are being conducted with all Board members.
  - Staff presented its draft revised forecasts at the PSTA Finance, Planning, Legislative, and Board meetings, and will also be presented at the TRAC meeting on February 17th. This way, all members will have an opportunity in advance of the Workshop to understand the financial assumptions and policy implications in PSTA's long-term forecasts.
- A PowerPoint presentation will be shown at the meeting with this draft information.

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### **Attachments:**

1. PowerPoint



# PSTA Revised Financial Forecasts

Transit Riders Advisory Committee

February 17, 2015

# Spring 2015 Decision-making

- February 18 Facilitated Board Workshop
- Monthly PSTA Committees
- FY2016 Budget Draft by June, 2015
- Possible Joint MPO/BOCC/PSTA Meeting
- State Legislative Session/Fed Reauthorization
- Additional Workshops?

# February 18 Workshop

- 1-on-1 Pre-Interviews
- **Goal:** Identification & Discussion of all board members' points of view on path forward.
- No scheduled additional workshops but may be helpful.

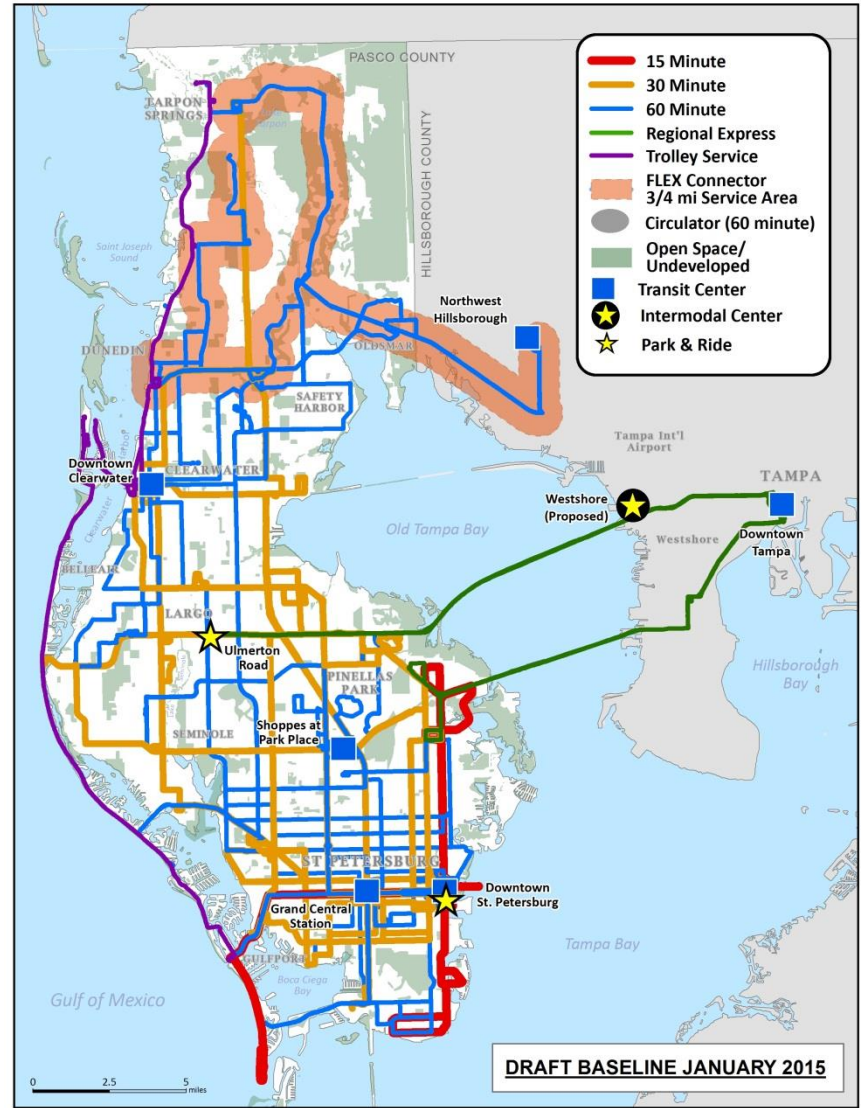
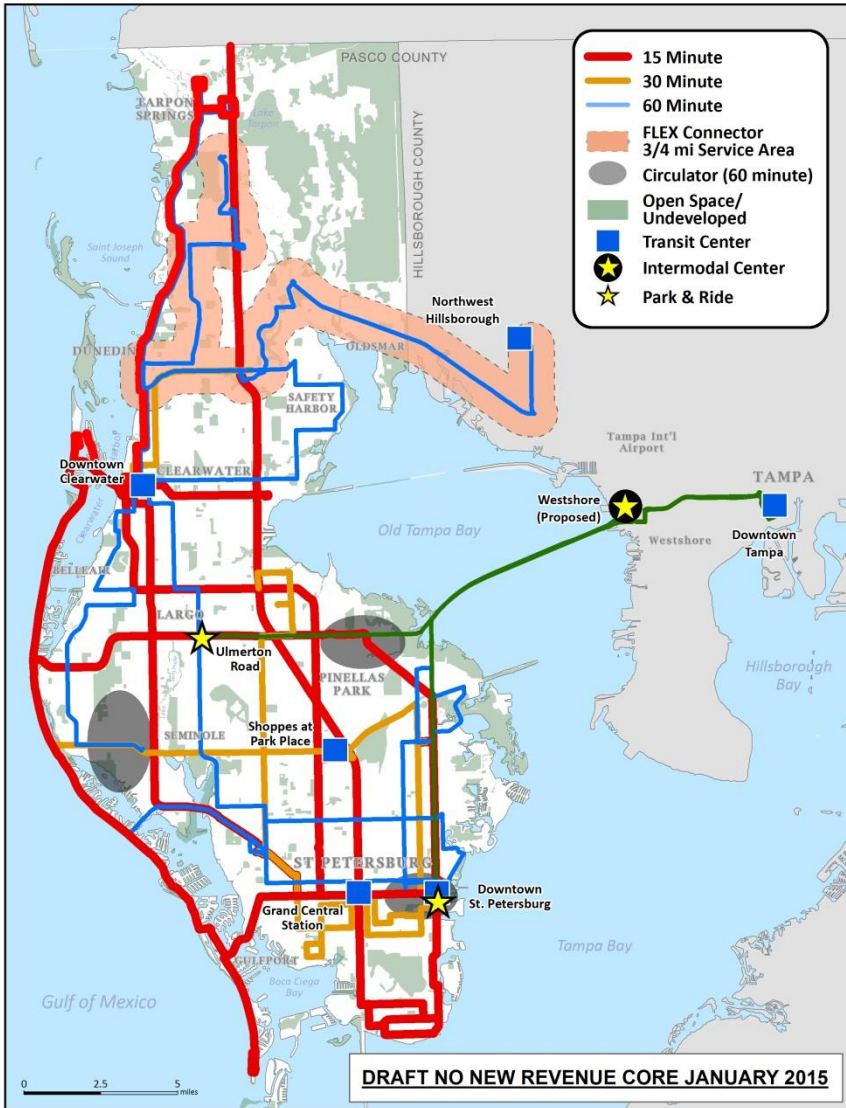
# Today

- Present PSTA Financial Forecast
- Refresh Memory of “No New Revenue Scenario”
- Identify Upcoming Board Decisions

# Financial Outlook Summary

- Adopted No New Revenue Scenario
  - Concentrates Service on Higher Ridership Corridors.
  - Streamlines Routes/Eliminates Unproductive Loops to get people to their destination faster.
  - Higher Ridership = More Fare Revenue – more resources for service.
- Converting to “NNRS” without policy changes requires at least **25%** overall service reduction.

# No New Revenue Scenario Map vs Current





# No New Rev. Scenario Cuts Most Services

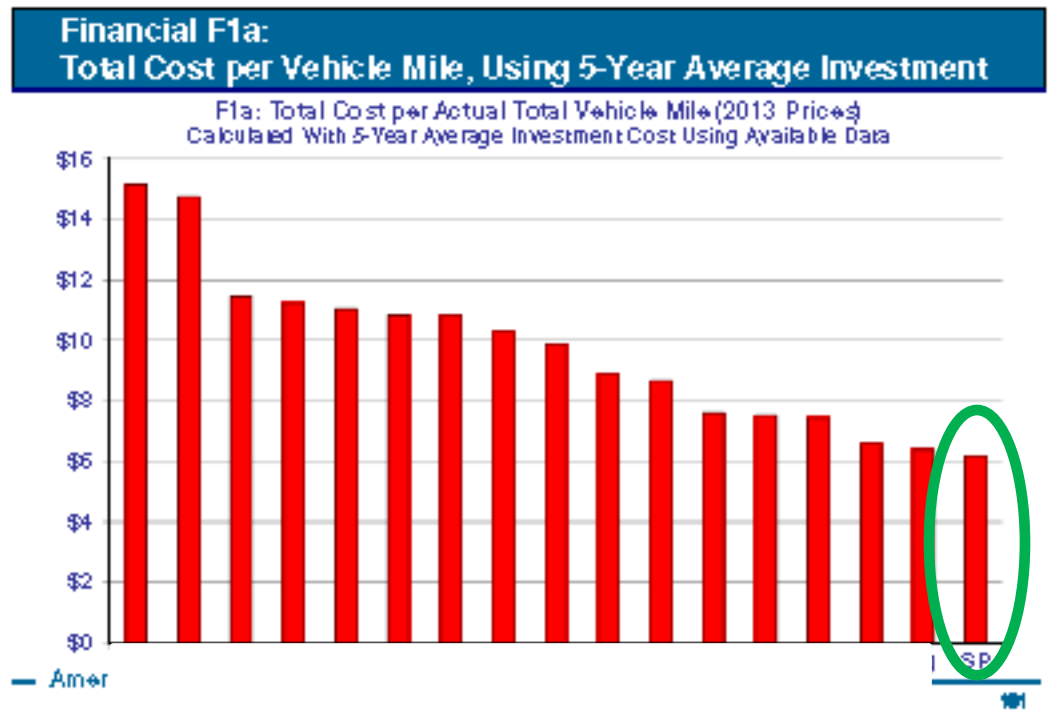
Routes 40 to 28	Current Frequency	Core Frequency	Core Span
<b>St. Petersburg</b>			
Central Ave.	15/30	15/60	Reduced
49 <sup>th</sup> St.	20	20	Reduced
22 <sup>nd</sup> Ave./30 <sup>th</sup> Ave.N	60	Eliminated	Eliminated
<b>Mid-County</b>			
Park Blvd. Pinellas Park	30/60	30/60	Reduced
113 <sup>th</sup> Ave. (SPC Seminole)		Eliminated	Eliminated
Gulf to Bay Clearwater	20/30	15/60	Reduced
<b>North County</b>			
Main Street Dunedin	30/60	30/60	Reduced
US 19	20/60	20/60	Reduced
Safety Harbor/Oldsmar	60	60/No Wknd	Reduced

# Non-Service Related Reductions Challenging

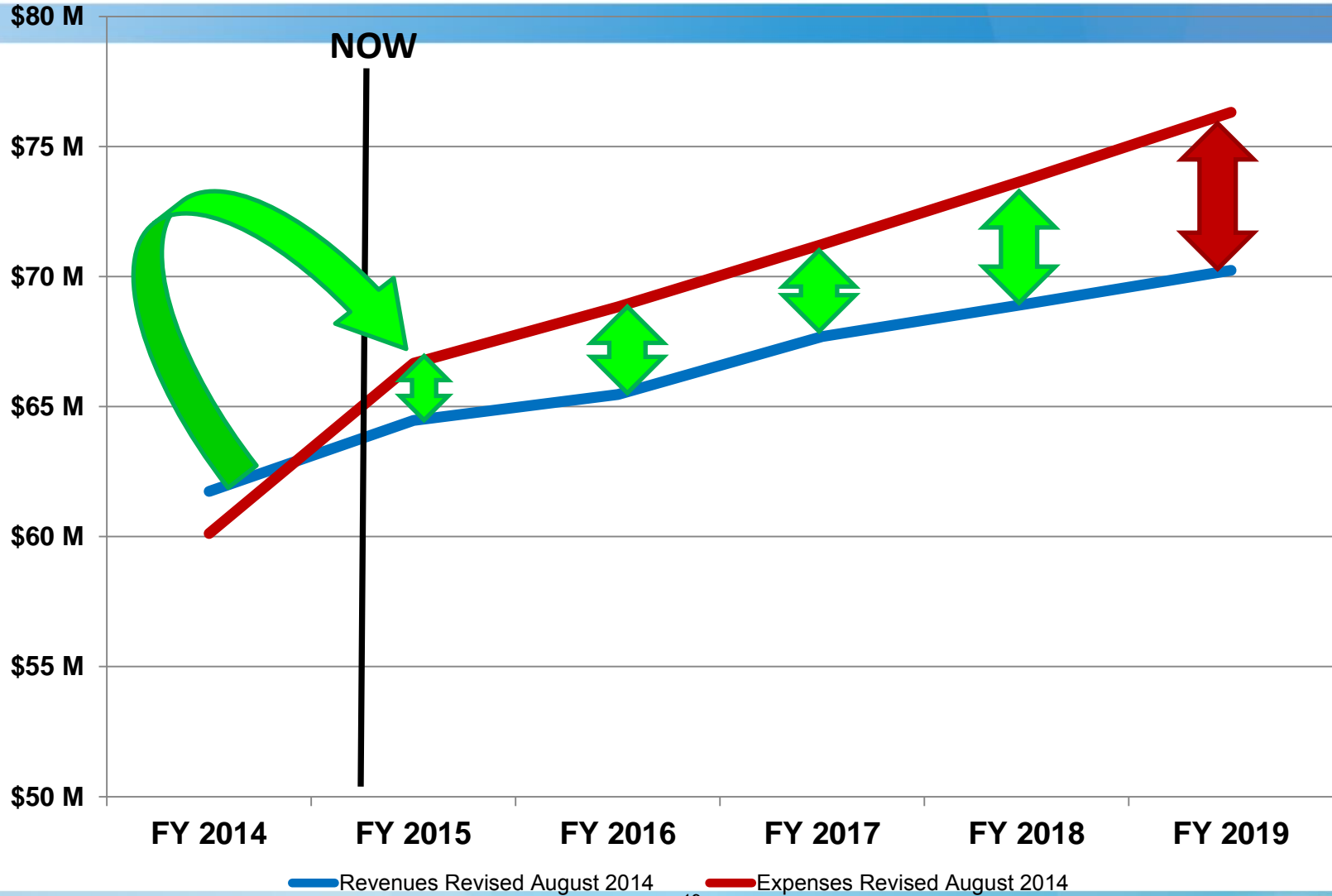
- Administrative Cuts

- Previous studies already show lean administration
- McCollom 2013, KPMG 2014, ABBG 2014
- Staff generated concepts
- Looking for \$75K-100K

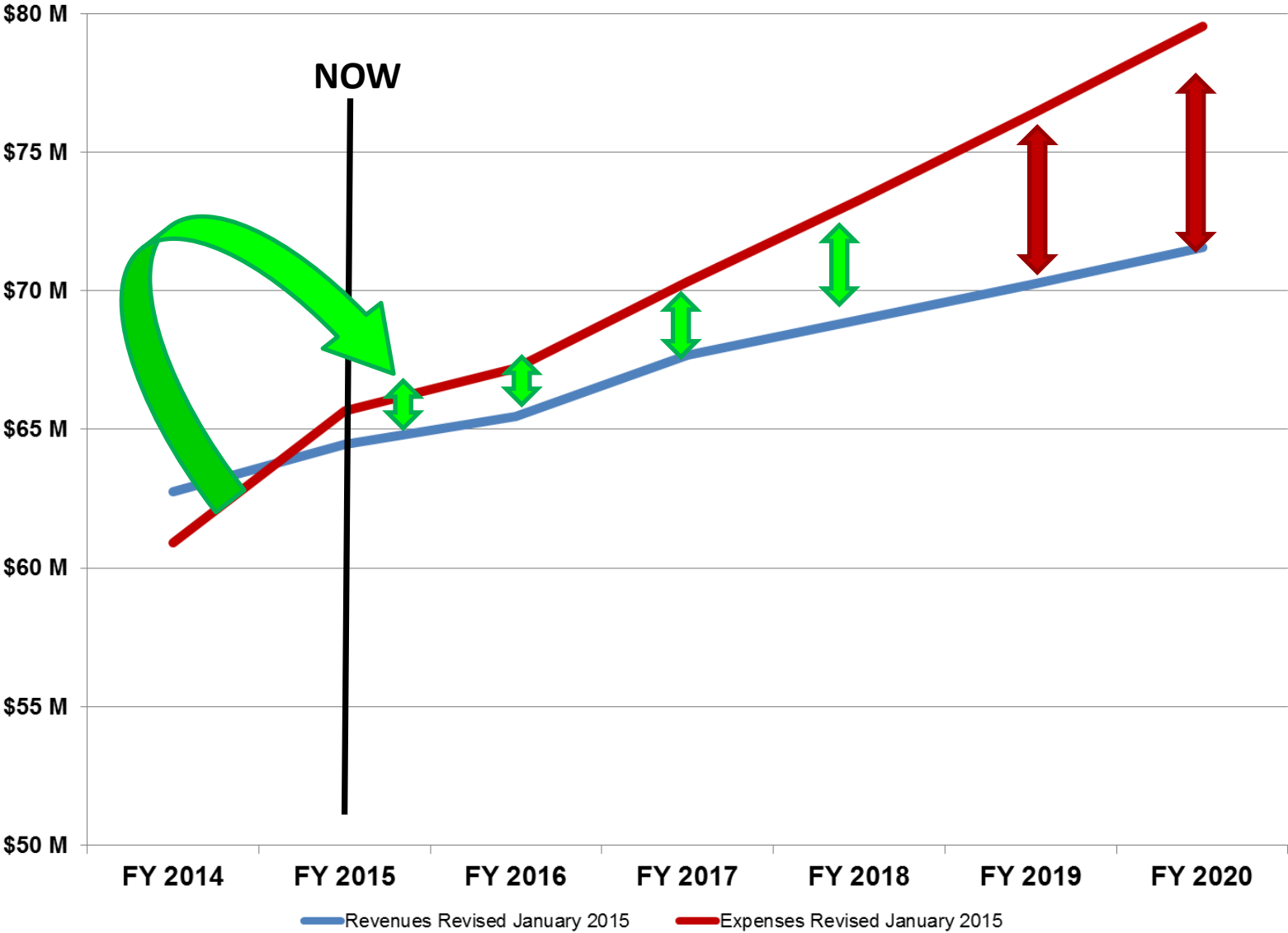
## PSTA's Only "Best in Class" Indicator is Cost



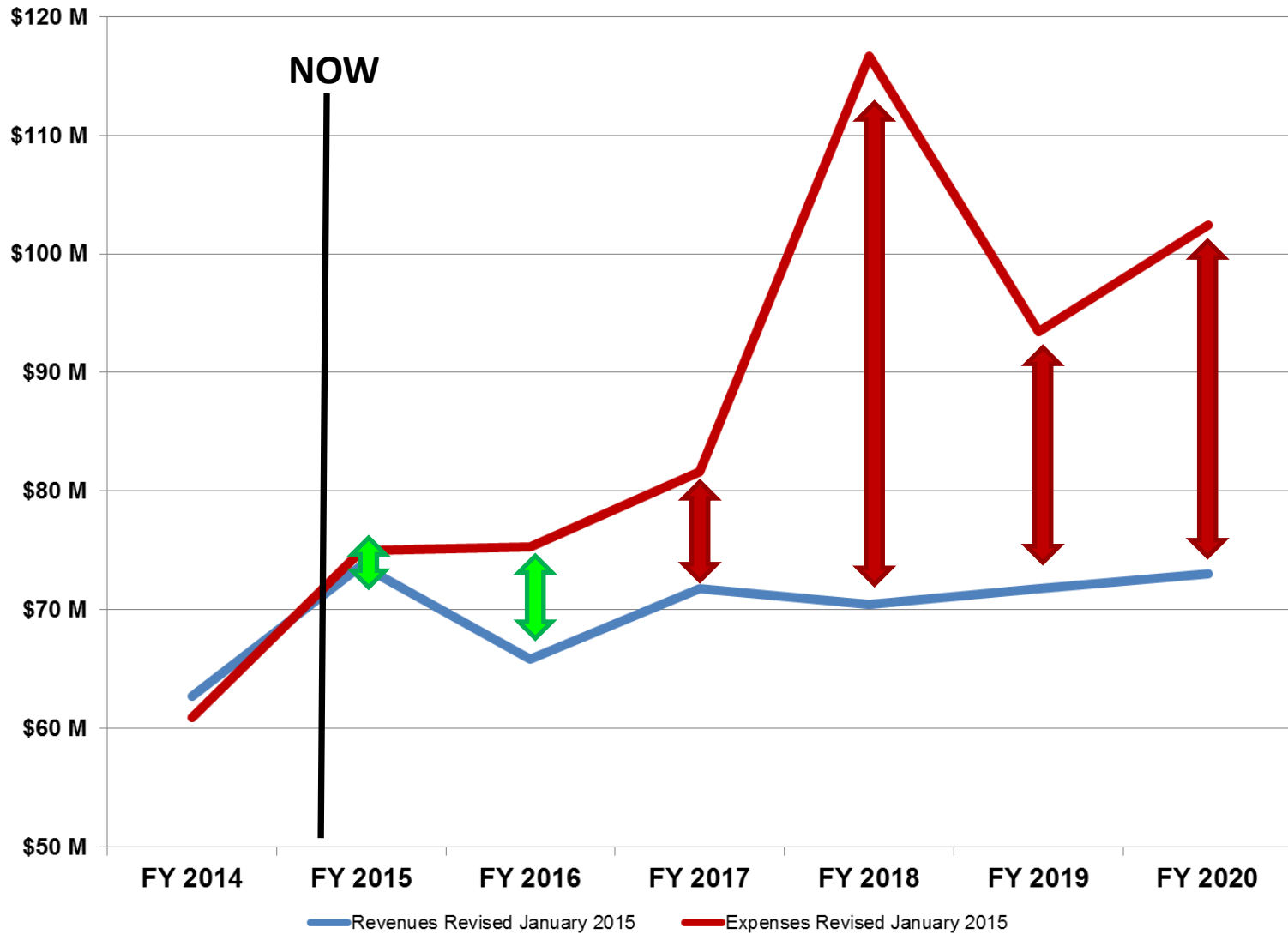
# August 2014 Operating Budget Plan



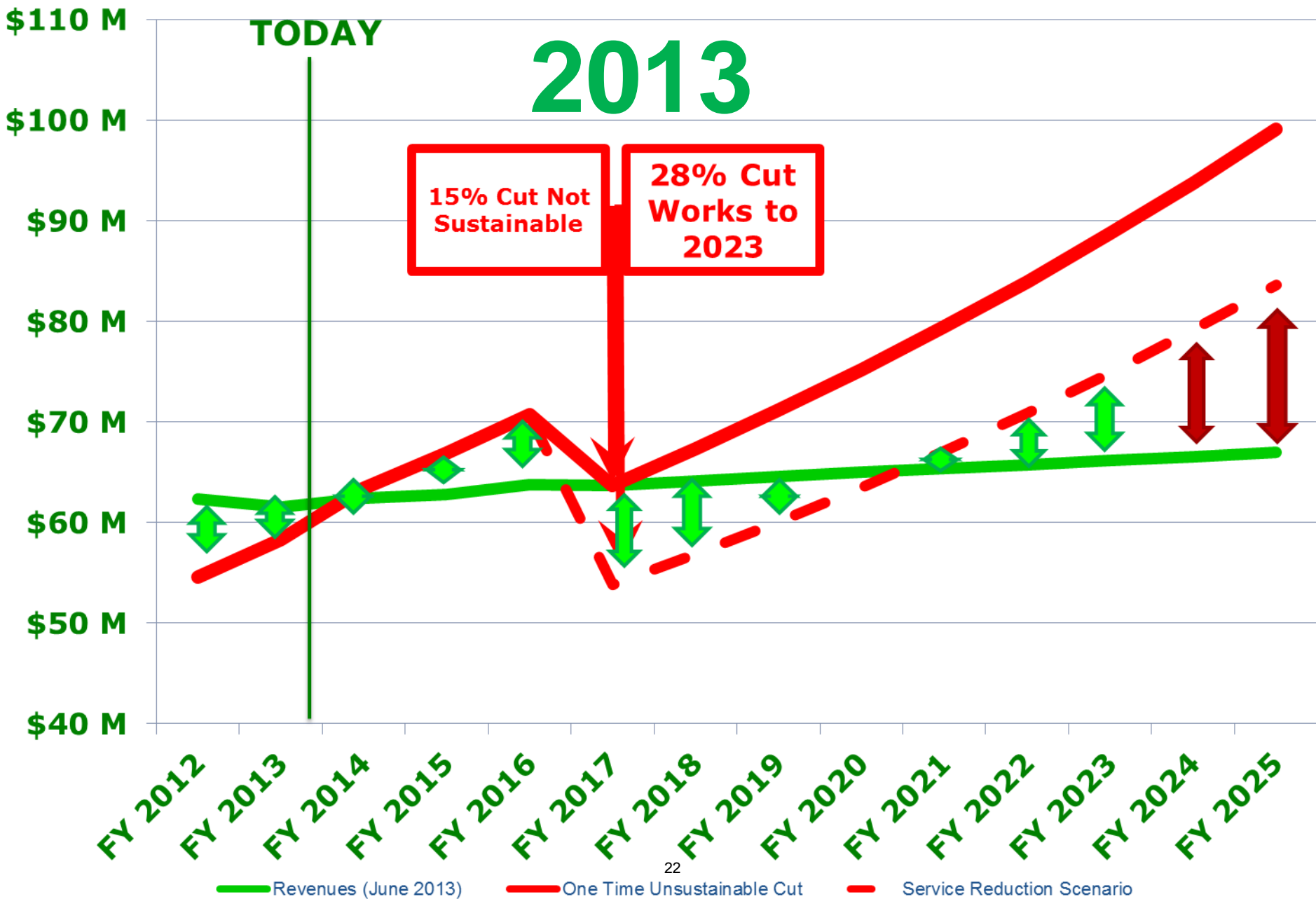
# January 2015 Operating Budget Forecast



# 1/15 Forecast Operating & Capital



# PSTA's Balanced Budget Plan



# Bus Replacement Funding

- No Policy Changes Requires \$40M+ in 3 Years.

## Policy Recommendations

1. “Smooth” Out Replacements to Consistent Annual Quantities.
2. Extend Useful Life on Some Buses to 15 Years.
3. Contract Out Express Services/Don’t Replace Coaches.
4. Discontinue Hybrid-Electric Bus Purchases.
5. Use 100% of Capital Grant Contingencies for buses.

Reduces Cost from \$40M to \$8M Annually

# Long-Term PSTA Bus Fleet Management Plan

■ Replacement Cost to Meet Useful Life    
 — "15-Year Useful Live Smoothed"    
 — Adopted CIP

\$60,000,000

\$50,000,000

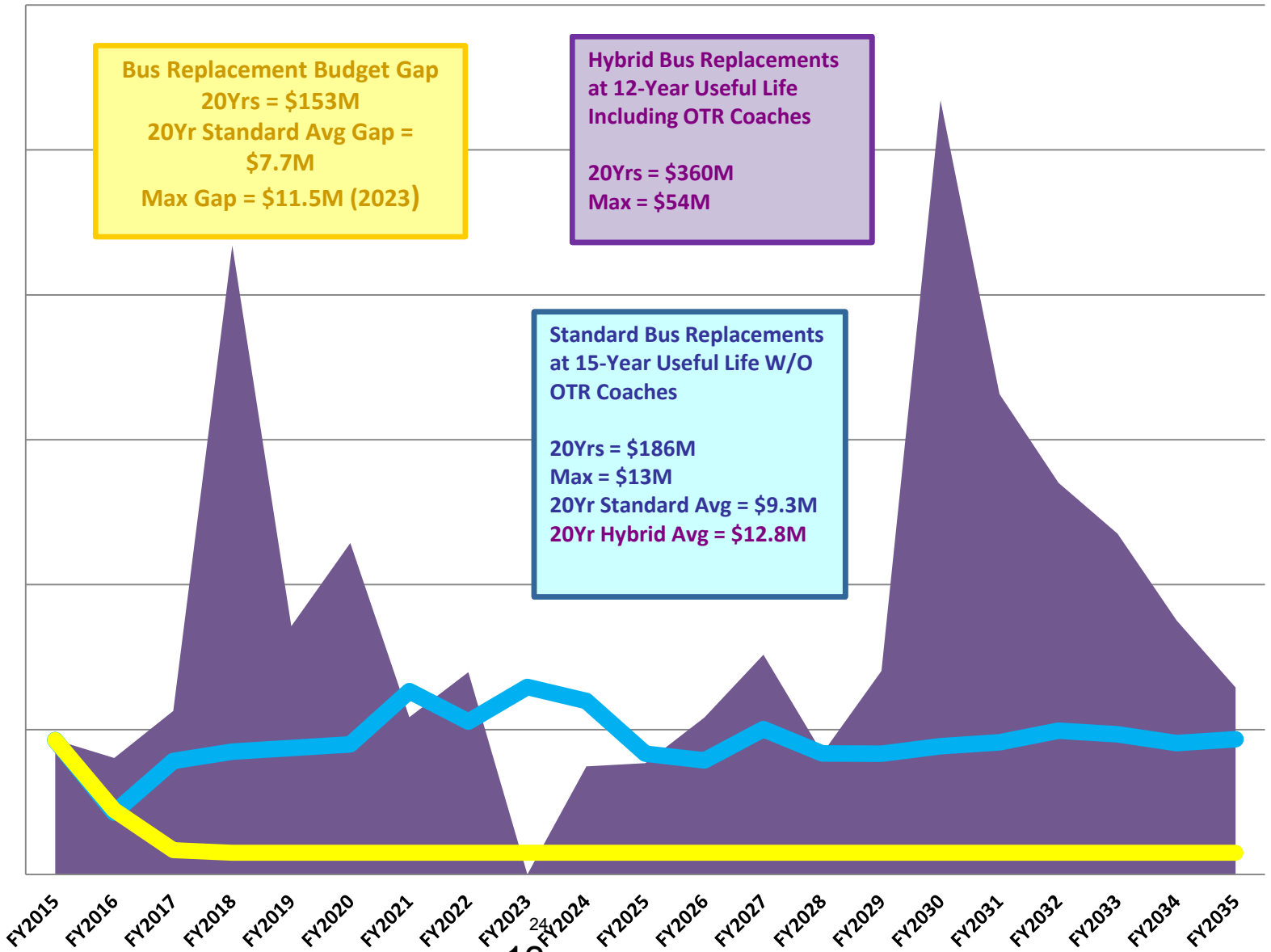
\$40,000,000

\$30,000,000

\$20,000,000

\$10,000,000

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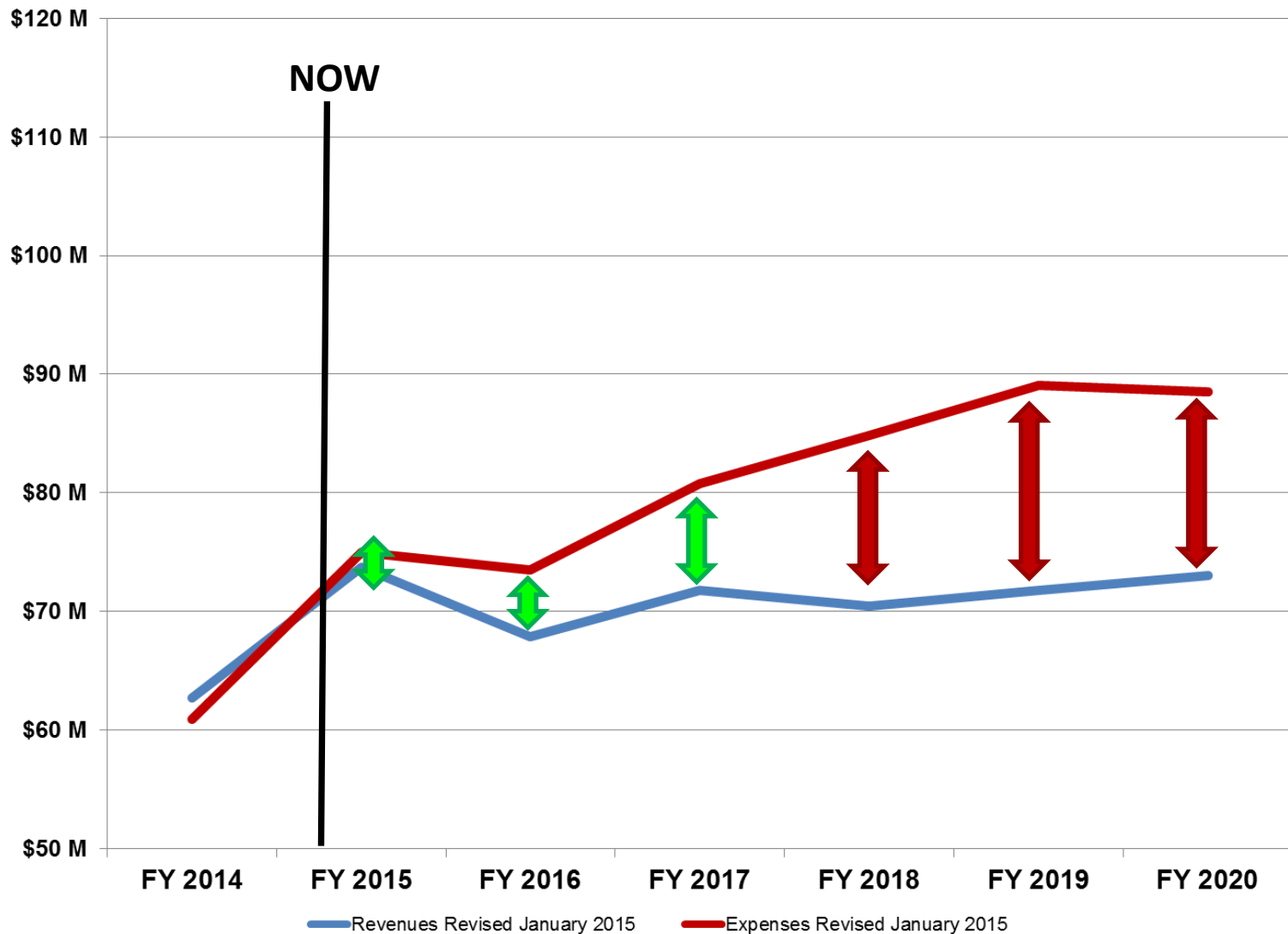
**Bus Replacement Budget Gap**  
 20Yrs = \$153M  
 20Yr Standard Avg Gap = \$7.7M  
 Max Gap = \$11.5M (2023)

**Hybrid Bus Replacements at 12-Year Useful Life Including OTR Coaches**  
 20Yrs = \$360M  
 Max = \$54M

**Standard Bus Replacements at 15-Year Useful Life W/O OTR Coaches**  
 20Yrs = \$186M  
 Max = \$13M  
 20Yr Standard Avg = \$9.3M  
 20Yr Hybrid Avg = \$12.8M



# 1/2015 Forecast With Capital Policy Changes



# Additional Ways to Maintain Base Service

1. Maximize PSTA Property Tax
2. Contract out & Increase Bus Advertising
3. Fare Increase Plan
4. Admin Cost Reductions
5. Seeking MPO-Allocated Fed STP Funds or Other for Bus Replacements.
6. Advocate for Bus Funding at Federal Level

# Incremental Approach

- Identify Ways to Move to Core Network without overall unsustainable cut.
- Implement Route Performance Monitoring Process
- Look for Ways to Fund BRT/Community Plan Incrementally to get to a Network:
  - Clearwater Beach to Airport BRT
  - Central Ave. BRT
  - I-275 Express Lanes
  - Nights/Weekends/Frequency Improvements



## INFORMATION ITEM

**4D: FDOT in Express Lanes**

**Action: Information Item**

**Staff Resource:** Heather Sobush, Planning Manager

**TRAC**

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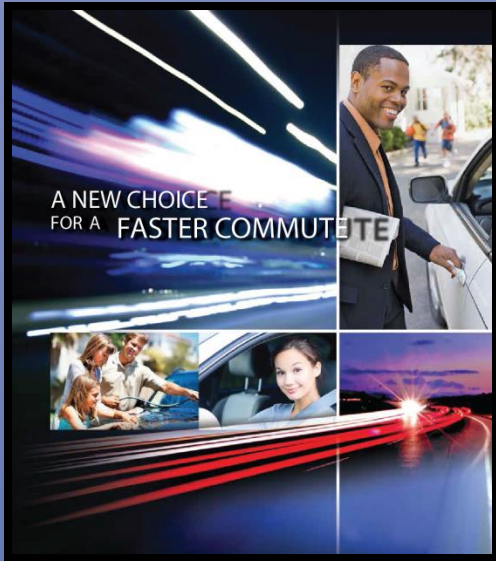
### **Background:**

- The Florida Department of Transportation (FDOT) District 7 Tampa Bay Express (TBX) plan contemplates new express toll lanes throughout the region to be built next to existing lanes in the I-275, I-75 and I-4 rights-of-way.
- FDOT is currently evaluating express lanes along these corridors and the use of “dynamic” pricing wherein tolls rates would rise as traffic congestion increases and decreases as congestion lessens. FDOT is considering design-build and public-private partnership delivery methods to implement the TBX master plan.
- FDOT is also evaluating whether express lanes on I-275 could support rapid transit. Potential stop locations include I-275/Fletcher Avenue, downtown Tampa, Westshore, Carillon/Greater Gateway, and downtown St. Petersburg. The study has also identified three operating scenarios with different combinations of bus frequency and hours of service.
- PSTA currently operates an express route from Ulmerton Road to Tampa via I-275 and the current vision plan includes express service from downtown St. Petersburg to Westshore/Tampa International Airport and downtown Tampa. Express buses could operate in the express lanes to decrease travel time between activity centers in Pinellas County and Hillsborough County.
- The study has not identified, nor committed FDOT or any party to the significant operating and capital expenses of providing a transit option in these lanes.
- FDOT will present an overview of the Express Bus in Express Lanes Study, and provide an opportunity to comment on three identified operating scenarios.

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### **Attachments:**

1. PowerPoint



# Tampa Bay Express Lanes and Intermodal System



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# TBX





# Express Bus in Tampa Bay Express Lanes Study



# Express Bus in Tampa Bay Express Lanes

## Study Objectives Accomplished

- Defined the Most Feasible Station Locations
- Identified the Most Feasible Operating Pattern
- Identified Three Potential Service Options



# Express Bus in Tampa Bay Express Lanes



## SCREEN 1 - Connections

**Purpose:**  
 What are the best routes for connecting key destinations?  
 Where are the best locations for express bus stations?

**Key Decisions:**

- Which routes move riders quickly between destinations?
- Which routes serve the most riders?
- Which stations provide the best access to key destinations?

**Six Alternatives to Four:**

- Two Study Area corridors
- Three routes per corridor
- Consistent station spacing, allowing greatest amount of access
- Consistent service frequency

## SCREEN 2 - Operations

**Purpose:**  
 What are the most efficient service characteristics?

**Key Decisions:**

- What is the optimal operating scenario?
- What are the most productive service frequencies?

**Four Alternatives to Two:**

- One corridor
- Four scenarios that test operational refinements.
- Varying service frequency.

## PREFERRED OPTION

**Purpose:**  
 Which alternative is preferred and what are the implementation considerations?

**Key Decisions:**

- Are the operating costs reasonable?
- How much capital investment is required?
- How feasible is implementation?
- What are the benefits of implementation?

**Two Alternatives to One (Preferred Option):**

- One corridor
- Test varying service types (All day vs. peak only)
- Refine service frequency to improve cost effectiveness

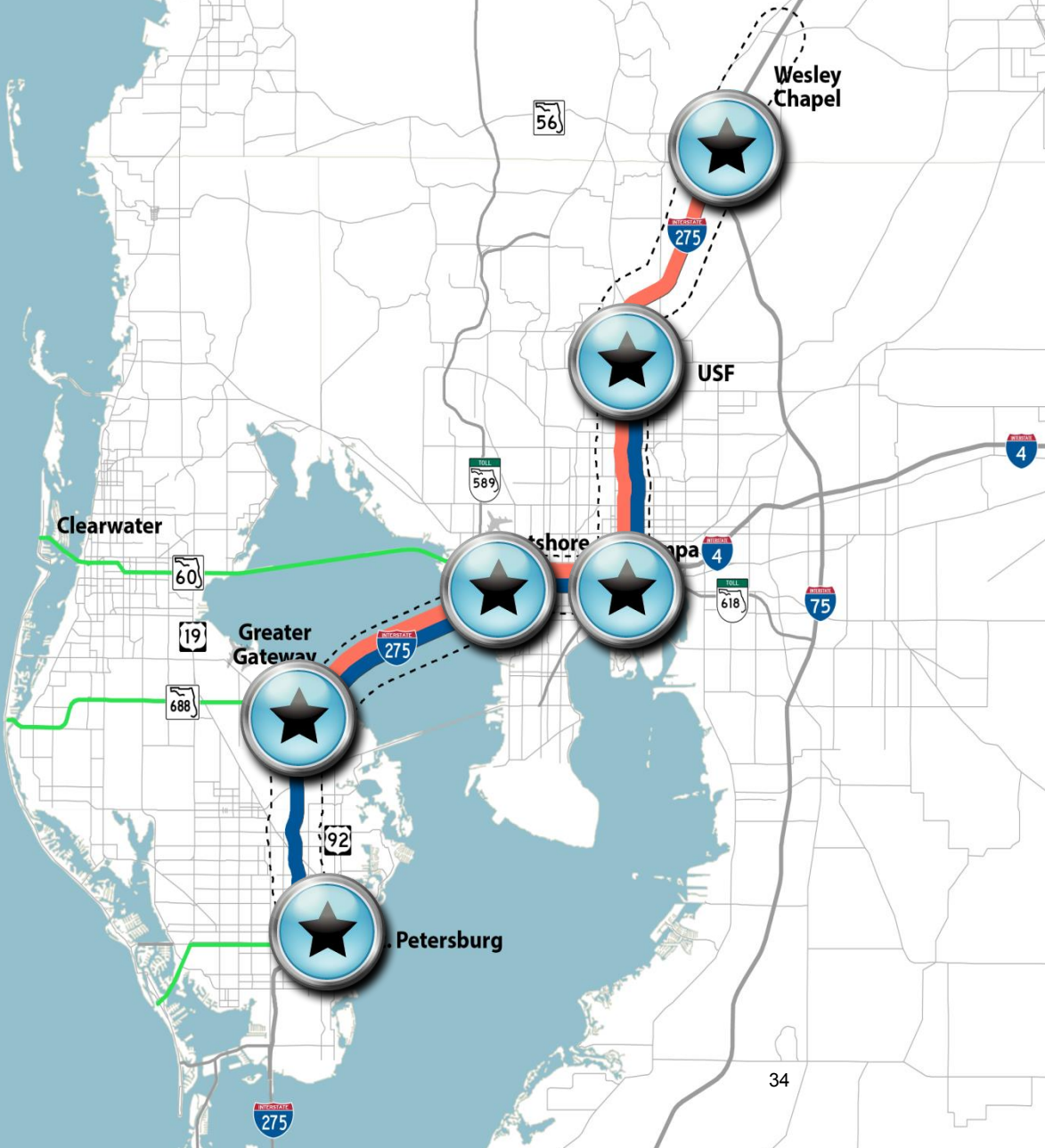
### Evaluation Criteria

- ◆ Forecasted Ridership
- ◆ Productivity (Riders per Mile)
- ◆ Transit Travel Times Between Destinations

- ◆ Forecasted Ridership
- ◆ Cost (O & M per passenger mile)
- ◆ Productivity (Passenger miles per revenue miles)

- ◆ Forecasted Ridership
- ◆ Cost to Operate and Implement
- ◆ Productivity (Passenger trips per revenue mile)
- ◆ Productivity (Passenger trips per vehicle trip)

# Express Bus in Tampa Bay Express Lanes



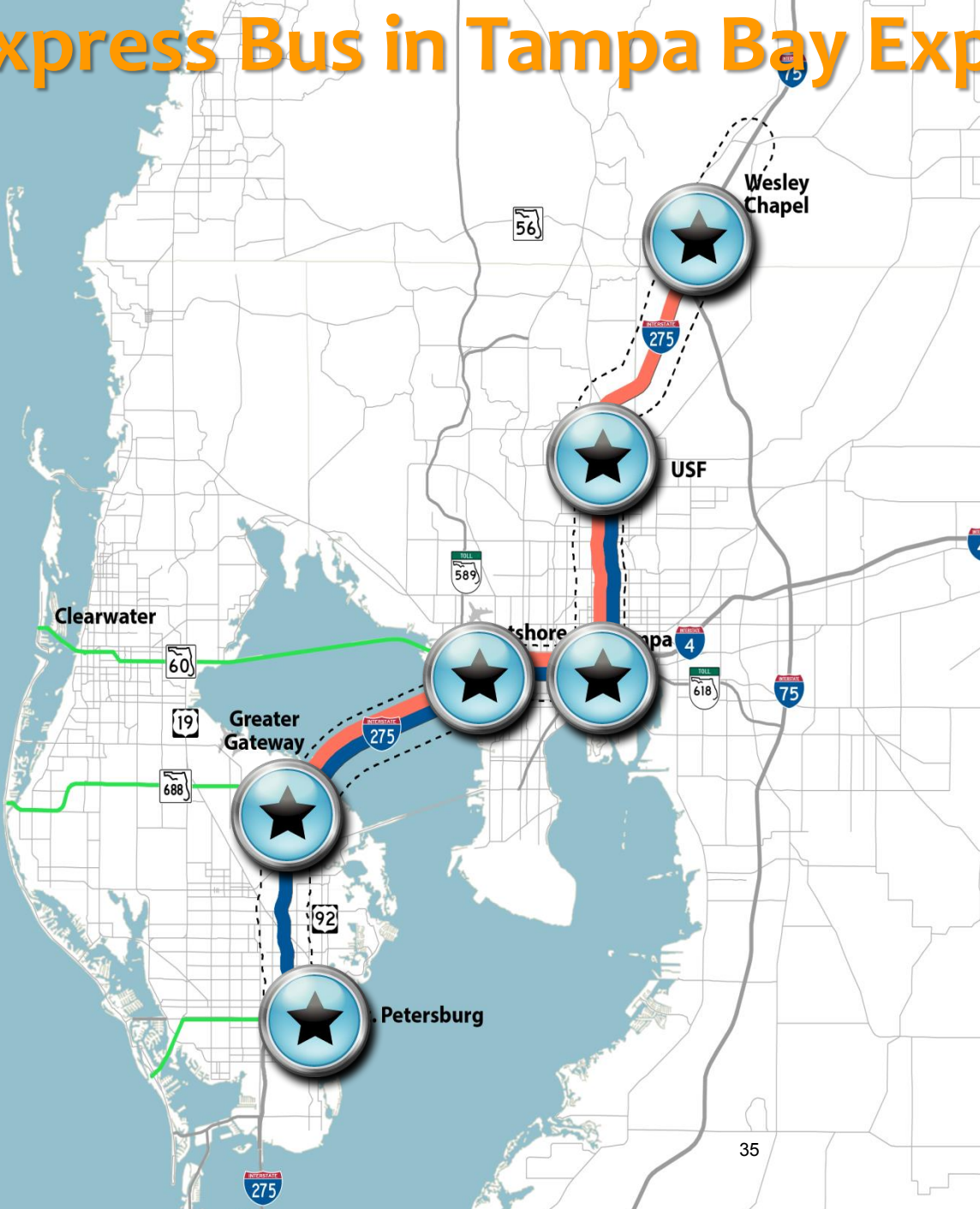
Las Vegas, NV.



Los Angeles, CA.



# Express Bus in Tampa Bay Express Lanes



## Characteristics

### Mon – Fri:

- A) 5:30AM – 10:30PM
- B) 5:30AM – 10:30PM
- C) 6AM – 9AM; 4PM – 7PM

### Sat & Sun:

- A) 8:30AM – 10:30PM
- B) 8:30AM – 10:30PM
- C) None

### Service Options:

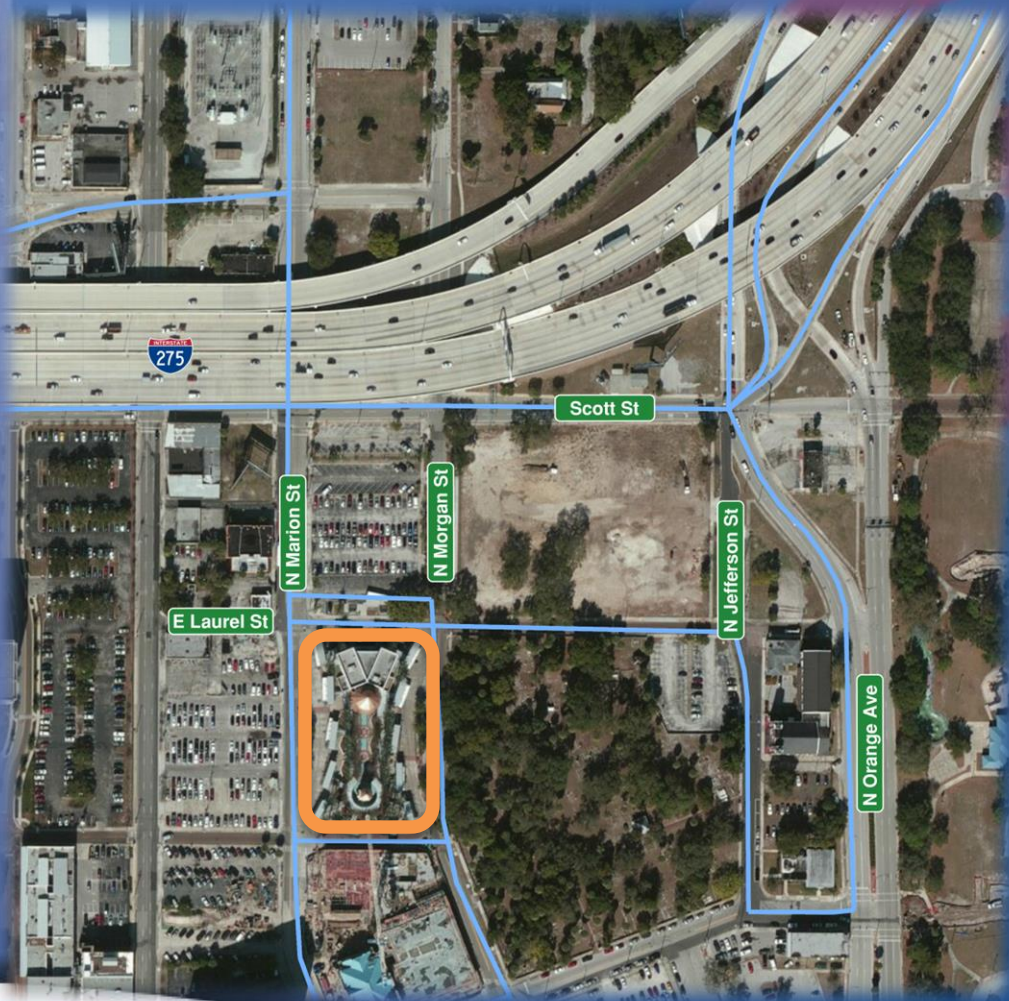
- A) Every 15/30 Minutes
- B) Every 30/60 Minutes
- C) Every 10 Minutes (Peak Only)





# Express Bus in Tampa Bay Express Lanes

Potential Station  
Locations:  
Downtown Tampa



**TAMPA BAY EXPRESS**

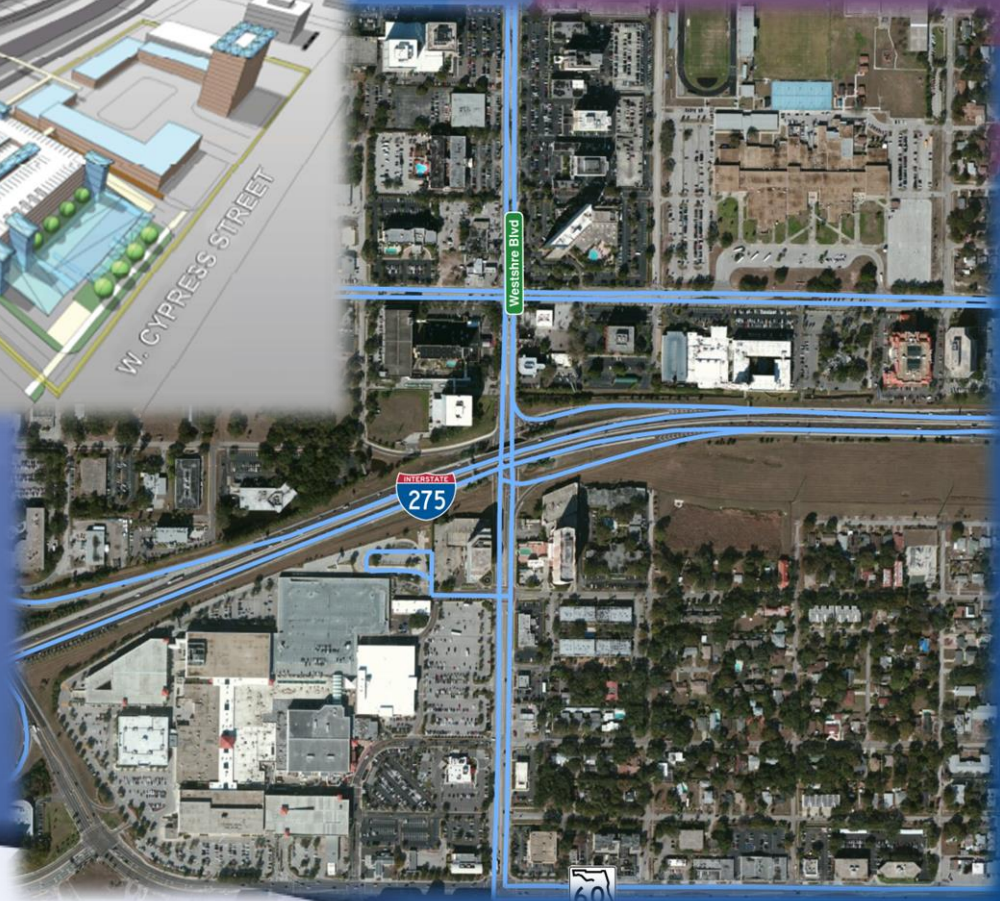
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# Express Bus in Tampa Bay Express Lanes

Potential  
Station  
Locations:  
Westshore  
Intermodal  
Center



**TAMPA BAY EXPRESS**

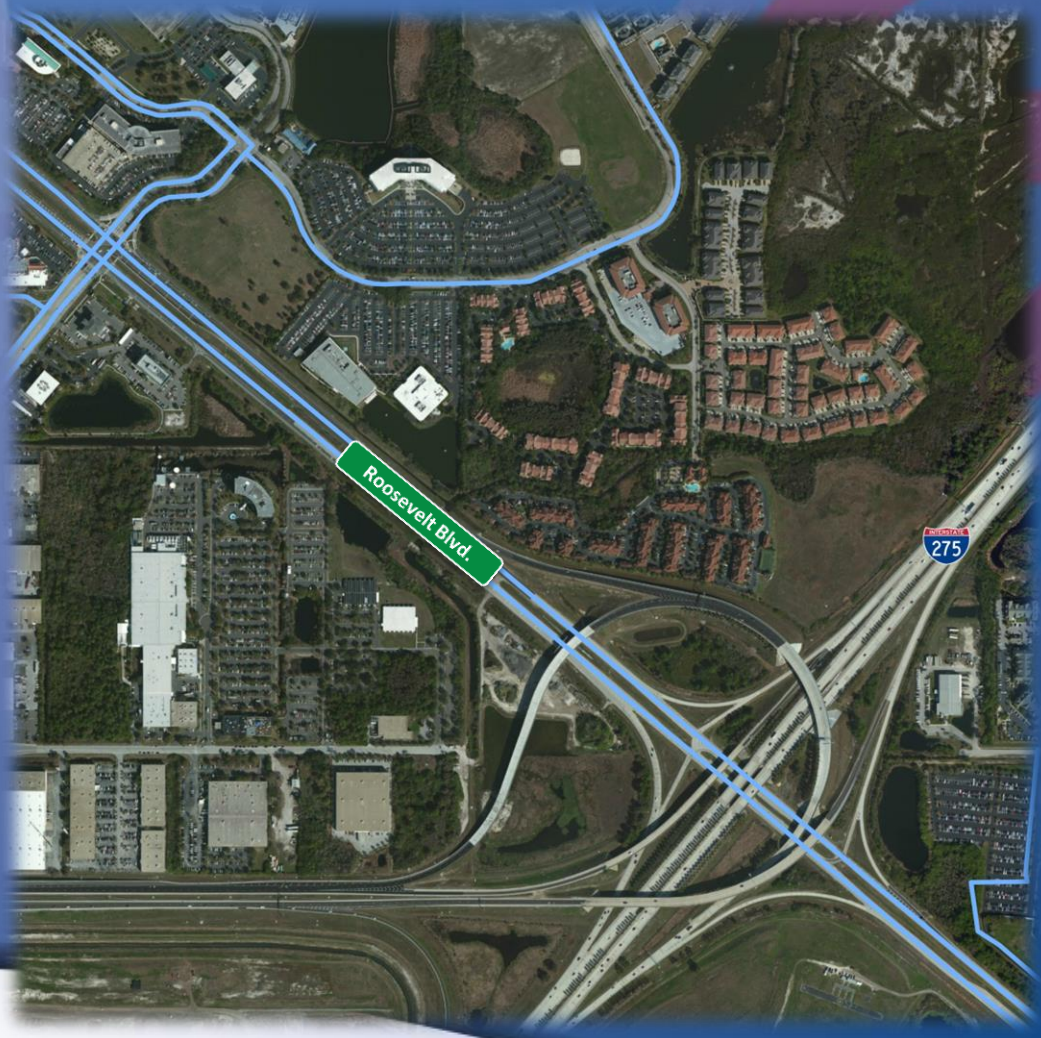
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# Express Bus in Tampa Bay Express Lanes

Potential Station  
Locations: Greater  
Gateway



**TAMPA BAY EXPRESS**

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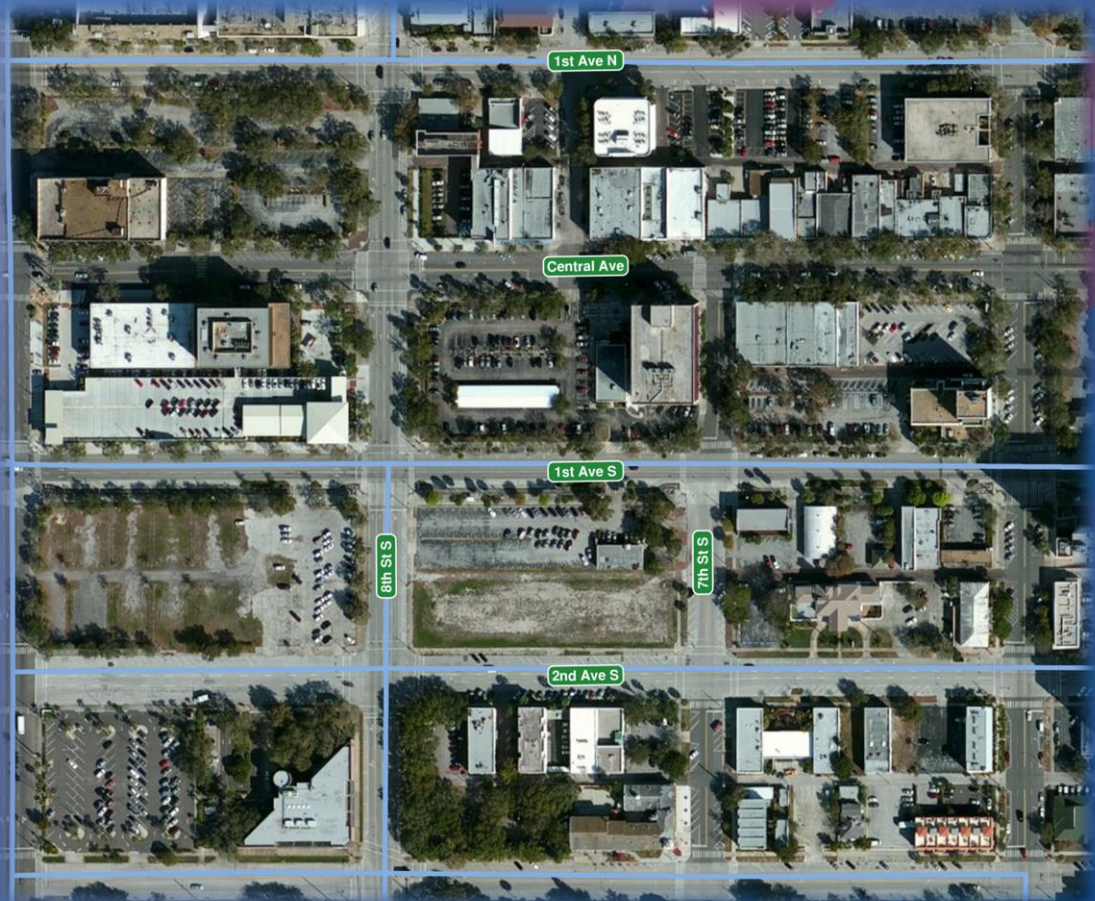




# Express Bus in Tampa Bay Express Lanes



Potential Station Locations: Downtown St. Petersburg



**TAMPA BAY EXPRESS**

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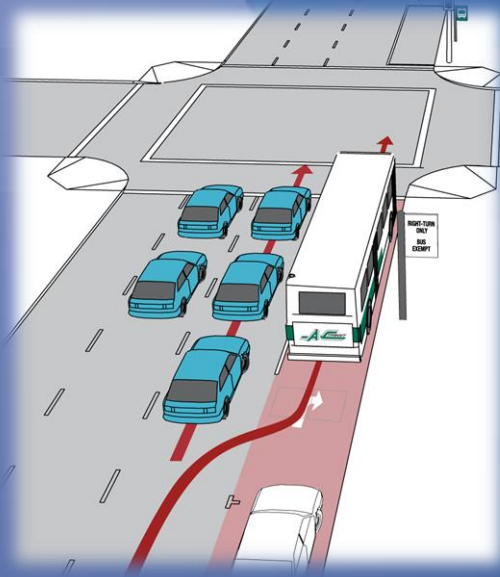


# Express Bus in Tampa Bay Express Lanes

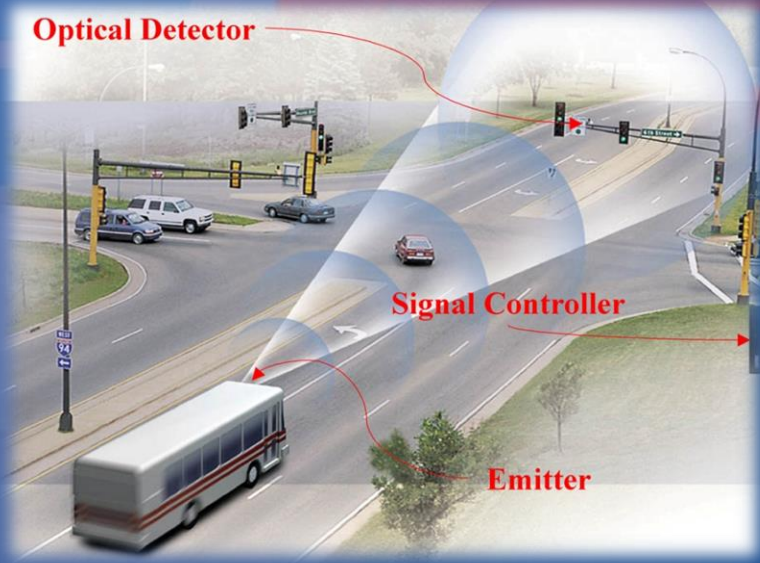
## Station Access



Bus Only Lanes



Queue Jumps



Signal Priority



# Express Bus in Tampa Bay Express Lanes

## PUBLIC ENGAGEMENT

- **Workshop Series**
  - Coordinated with Express Lanes Workshops
- **Public Materials for Distribution**
- **Continued Stakeholder Outreach**
  - MPO Boards/Committees, TMA
  - HART, PCPT, PSTA and TBARTA
  - Community and Agency

*(Greater Tampa Chamber, New North Transportation Alliance, St. Petersburg Chamber, Tampa Bay Partnership, Tampa Bay Regional Planning Council, Tampa Downtown Partnership, Tampa International Airport and Westshore Alliance)*



**TAMPA BAY EXPRESS**

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# Express Bus in Tampa Bay Express Lanes Study

